LEO BURNETT COMPANY, Inc.
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# There are 20 cigarette holders to every pack of Parliament.

The tip of a Parliament is a cigarette holder.

We call it a holder because it works like one.

There's a firm outer shell that surrounds the filter. And then the filter is recessed—tucked back inside. Away from your lips.

So you get a clean taste.
A really good taste.
The Parliament holder.
It really works.

It works like a cigarette holder works.

King Size and New Charcoal 100's

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